

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strike through~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

1. (currently amended) A method for managing an imaginary store on a network, comprising:

~~a first step of displaying the imaginary store in response to client's request~~ over the network,

~~a second step of setting a chat channel between a salesperson and the client in response to selection of a product object by the client in said imaginary store, and displaying character data in a chat that they have, and~~

~~a third step of selecting an attribute object of a corresponding product on the basis of a key word~~ extracted at a real time from character information of said chat currently underway, in said chat and reflecting the attribute object on an image of said product object.

2. (currently amended) The method according to claim 1, wherein in said ~~setting~~ second step, when the client selects the salesperson in the imaginary store, the chat channel between the selected salesperson and the client is set, and when the client selects the product, the chat channel between a salesperson in charge and the client is set.

3. (currently amended) The method according to claim 1, wherein said selecting comprises ~~third step is a step of~~ displaying plural attributes that can be selected from said product attribute object and reflecting an attribute selected from said plural attributes on an image of said product object.

4. (currently amended) The method according to claim 2, wherein said selecting comprises ~~third step is a step of~~ displaying plural colors, plural shapes and plural display positions as the plural attributes that can be selected from said product attribute object and reflecting a specific attribute selected from said plural attributes on an image of said product object.

5. (currently amended) The method according to claim 1, which further comprises a ~~fourth step of~~ recording a log of the chat between said client and the salesperson and then analyzing the recorded chat log to perform marketing.

6. (currently amended) The method according to claim 5, wherein said recording ~~comprises fourth step~~ is a step of extracting a key word from the recorded chat log and dispatching an advertisement corresponding to the extracted key word to a client.

7. (currently amended) The method according to claim 5, wherein in said recording ~~fourth step~~, the key word is searched from the content of the client's chat and an advertisement list wherein product data corresponding to the key word and client data are combined is prepared.

8. (currently amended) The method according to claim 1, which further comprises a ~~fifth step~~ of supplying a chat channel between clients using the imaginary store, recording a log of chats, and then analyzing the recorded chat log to perform marketing.

9. (currently amended) The method according to claim 8, wherein in said supplying ~~fifth step~~ data resulting in purchase of the product is cut out from the chat log between the clients and is collected ~~as data on expansion of selling~~ of the product.

10. (currently amended) The method according to claim 9, wherein in the case that said data resulting in the purchase of the product is cut out in the supplying ~~step 5~~, a reward or a privilege is supplied to the client supplying the cut-out data.

11. (currently amended) A method for using an imaginary store on a network, comprising:

~~a first step of displaying the imaginary store~~ on the network,

~~a second step of displaying character data in a chat with a salesperson in a chat channel~~ supplied in response to selection of a product object in said imaginary store, and

~~a third step of selecting an attribute object of a corresponding product on the basis of designation of a key word in said chat~~ extracted at a real time from character information of said chat currently underway and reflecting the attribute object on an image of said product object.

12. (currently amended) The method according to claim 11, wherein in said displaying ~~second step~~, when the salesperson in the imaginary store is selected, a chat with the selected salesperson is made, and when the product is selected, a chat with a salesperson in charge is made.

13. (currently amended) The method according to claim 11, wherein said ~~selecting~~~~third step~~ is a step of displaying plural attributes that can be selected from said product attribute object and reflecting an attribute selected from said plural attributes on an image of said product object.

14. (currently amended) The method according to claim 11, wherein said ~~selecting~~~~third step~~ is a step of displaying plural colors, plural shapes and plural display positions as the plural attributes that can be selected from said product attribute object and reflecting a specific attribute selected from said plural attributes on an image of said product object.

15. (currently amended) The method according to claim 11, which further comprises ~~a fourth step~~ of receiving an advertisement corresponding to a key word extracted from a log of the chat recorded in said imaginary store.

16. (currently amended) The method according to claim 11, which further comprises ~~a fifth step~~ of using a chat channel supplied by the imaginary store to have a chat with another client.

17. (currently amended) The method according to claim 16, wherein in said ~~using~~~~fifth step~~, received is a reward or a privilege supplied in the case that data resulting in purchase of the product from the chat log between the clients recorded in the imaginary store is cut out.

18. (currently amended) A computer-readable recording medium for controlling a server computer, wherein a program for managing an imaginary store on a network, which is carried out in a the computer constituting a server, is stored, wherein said managing program comprising:

~~a first step~~ of displaying the imaginary store in response to client's request,

~~a second step~~ of setting a chat channel between a salesperson and the client in response to selection of a product object by the client in said imaginary store, and displaying character data in a chat that they have, and

~~a third step~~ of selecting an attribute object of a corresponding product on the basis of a key word in ~~said chat~~ extracted at a real time from character information of said chat currently underway and reflecting the attribute object on an image of said product object.

19. (currently amended) The recording medium according to claim 18, which further comprises ~~a fourth step of~~ recording a log of the chat between said client and the salesperson and then analyzing the recorded chat log to perform marketing.

20. (currently amended) The recording medium according to claim 18, which further comprises ~~a fifth step of~~ supplying a chat channel between clients using the imaginary store, recording a log of chats, and then analyzing the recorded chat log to perform marketing.

21. (new) A method, comprising:
displaying a product selected by a user over a network;
establishing a chat with the user about the product over the network;
analyzing the chat for a key word associated with the product;
highlighting the keyword in the chat;
allowing the user to select the key word in the chat; and
displaying a product attribute of the selected key word.

22. (new) A method, comprising:
analyzing a chat with the user over a network for a key word about a product; and
displaying to the user an attribute of the product corresponding to the key word.